

Travel to New England North West Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors ('000)	2,824	3,056	2,756	3,316	3,454	3,539	3,860	2,804	2,699	3,518	30.3%
Nights ('000)	3,534	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	20.7%
Expenditure (\$ million)	\$686	\$700	\$708	\$696	\$957	\$884	\$1,016	\$702	\$757	\$1,238	63.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	1,254	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	18.2%
Nights (000)	3,534	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	20.7%
Average Length of Stay	2.8	2.8	2.8	2.7	2.9	2.6	2.7	3.0	2.9	3.0	2.1%
Expenditure (\$ million)	\$475	\$484	\$502	\$481	\$675	\$632	\$683	\$491	\$586	\$875	49.2%
Spend per visitor per night (\$)	\$135	\$129	\$133	\$114	\$145	\$150	\$151	\$132	\$147	\$181	23.7%
Intrastate visitors (000)	863	886	920	1,076	1,121	1,137	1,162	965	1,023	1,153	12.8%
Interstate visitors (000)	391	434	426	466	508	475	517	281	347	465	34.1%
Intrastate nights (000)	2,312	2,457	2,332	2,789	3,070	2,924	3,138	2,787	2,882	3,287	14.1%
Interstate nights (000)	1,222	1,290	1,434	1,434	1,595	1,281	1,395	944	1,115	1,536	37.7%
Intrastate expenditure (\$ million)	\$318	\$328	\$332	\$335	\$433	\$458	\$470	\$386	\$439	\$633	44.2%
Interstate expenditure (\$ million)	\$158	\$156	\$170	\$147	\$242	\$174	\$214	\$105	\$147	\$242	64.3%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	470	475	490	511	493	498	537	326	366	576	57.3%
Visiting Friends & Relatives	424	478	463	511	538	634	541	424	427	500	17.1%
Business	257	228	278	352	425	344	438	386	410	386	-5.9%
Other	123	158	126	178	189	153	180	123	175	181	3.6%
Total	1,254	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	18.2%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	1,482	1,422	1,376	1,420	1,423	1,475	1,579	889	1,062	1,750	64.8%
Visiting Friends & Relatives	1,339	1,385	1,389	1,585	1,596	1,785	1,443	1,404	1,239	1,558	25.8%
Business	475	600	698	793	1,196	673	1,064	1,049	1,234	1,217	-1.3%
Other	238	340	305	424	450	272	447	389	462	297	-35.7%
Total	3,534	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	20.7%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	676	667	701	832	830	866	916	739	774	898	16.0%
Sydney	186	219	219	244	291	271	246	226	248	255	2.6%
Total Intrastate	863	886	920	1,076	1,121	1,137	1,162	965	1,023	1,153	12.8%
Victoria	68	80	82	103	95	75	116	n/p	n/p	114	-
Queensland	267	311	287	306	363	346	340	198	268	309	15.5%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	40	n/p	n/p	41	39	35	n/p	n/p	n/p	n/p	-
Total Interstate	391	434	426	466	508	475	517	281	347	465	34.1%
Grand Total	1,254	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	18.2%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	n/p	260	235	289	291	296	328	246	307	309	0.8%
30-39	205	151	210	214	179	282	280	199	198	304	53.8%
40-49	246	217	215	298	336	253	229	231	222	245	10.7%
50-59	227	263	240	258	323	268	282	228	297	226	-23.9%
60-69	281	297	267	272	292	295	321	221	214	273	27.6%
70+	161	132	178	212	209	217	238	121	133	261	96.7%
Total	1,254	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	18.2%

Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Travelling alone	329	320	381	508	553	507	539	468	523	519	-0.7%
Adult couple	331	427	412	427	465	438	463	325	345	467	35.5%
Family group - parents and children	252	216	223	246	211	231	244	173	199	246	23.7%
Friends or relatives travelling together with(out) children	239	263	245	285	270	308	274	176	203	264	29.8%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	103	95	131	102	88	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,254	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	18.2%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	659	709	689	783	860	904	846	553	608	805	32.5%
Pubs, clubs, discos etc	311	330	303	299	409	431	478	262	277	494	78.4%
Visit friends & relatives	494	576	558	623	605	748	657	422	372	451	21.3%
Sightseeing/looking around	259	244	260	255	280	345	284	178	133	306	130.4%
Go shopping for pleasure	203	234	200	167	193	210	186	133	154	218	41.2%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Friends or relatives property	1,463	1,373	1,538	1,755	1,660	1,708	1,609	1,637	1,270	1,605	26.3%
Standard hotel/motor inn (below 4 star)	747	796	745	704	845	877	909	818	852	1,251	46.8%
Caravan park or commercial camping ground	566	662	591	517	717	547	621	275	425	556	31.0%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	1,066	1,198	1,172	1,325	1,387	1,430	1,465	1,156	1,284	1,367	6.5%
Aircraft	92	n/p	86	116	129	83	87	n/p	n/p	122	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

											% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Visitors (000)	1,571	1,736	1,410	1,773	1,825	1,928	2,181	1,558	1,330	1,899	42.8%
Expenditure (\$ million)*	\$211	\$216	\$206	\$215	\$283	\$252	\$333	\$211	\$170	\$363	113.1%
Spend per visitor (\$)	\$134	\$125	\$146	\$121	\$155	\$131	\$153	\$135	\$128	\$191	49.2%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	641	710	709	642	817	729	905	626	550	763	38.7%
Visiting Friends & Relatives	n/p	471	n/p	472	371	486	411	n/p	n/p	n/p	-
Business	n/p	182	n/p	n/p	n/p	n/p	492	335	n/p	n/p	-
Other	427	372	336	382	485	412	373	382	265	453	70.9%
Total	1,571	1,736	1,410	1,773	1,825	1,928	2,181	1,558	1,330	1,899	42.8%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Sydney	n/p	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,422	1,614	1,277	1,621	1,737	1,690	1,991	1,484	1,296	1,772	36.7%
Total Intrastate	1,422	1,614	1,277	1,621	1,737	1,690	1,991	1,484	1,296	1,772	36.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,571	1,736	1,410	1,773	1,825	1,928	2,181	1,558	1,330	1,899	42.8%

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Year ended March 2023

Source: National Visitor Survey, TRA.



Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	479	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	351	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	388	276	n/p	n/p	-
50-59	244	303	248	310	332	434	433	261	n/p	n/p	-
60-69	235	397	328	346	337	396	340	290	n/p	n/p	-
70+	n/p	n/p	n/p	322	350	344	n/p	276	310	n/p	-
Total	1,571	1,736	1,410	1,773	1,825	1,928	2,181	1,558	1,330	1,899	42.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	607	541	585	774	918	899	948	567	402	711	76.9%
Visit friends & relatives	417	592	313	628	526	499	537	299	n/p	n/p	-
Go shopping for pleasure	321	471	338	384	516	317	470	n/p	n/p	n/p	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	307	n/p	n/p	n/p	-
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	1,503	1,692	1,396	1,743	1,820	1,812	2,118	1,558	1,313	1,874	42.7%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	n/p	-
Rental car	-	n/p	-	-	-	-	n/p	-	n/p	n/p	-

n/p = not publishable; '-' = not available

New England North West includes: Armidale, Glen Innes, Inverell, Moree, Narrabri, Tamworth and Tenterfield.